4P'S

S.A.E

Marketing Management Consulting

YOUR
Guide 4
Business 4

What is 4ps?

We are a specialized firm in the field of administrative consultancy, providing unprecedentedly innovative and outstanding solutions in the field of administration.
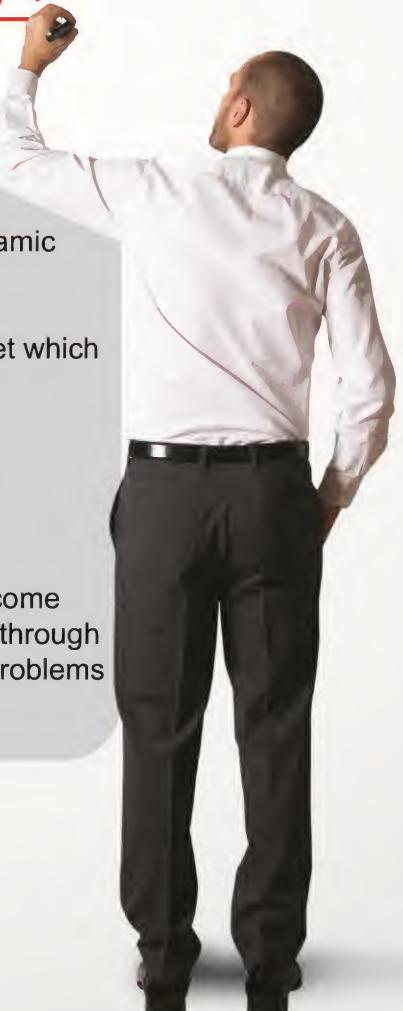
Management Consultancy ?

Many industrial and commercial entities do not realize that management is more than just a static definition. It is a dynamic science and art as well.

Today, we are in a race with the quick changes of the market which force us to cope with

Therefore, the science of marketing is Not Only defined as "meeting the clients' needs ", but creating new markets also.

For all this, 4Ps was created to help industrial entities overcome the management and marketing problems.This is achieved through providing our consultancy services in order to solve these problems and take opportunities for more development in the future.

4PS
Your Guide 4 Business

Our Goals:

- Providing innovative ideas for solving problems and overcoming the obstacles facing big institutions or bodies in achieving their main goals.
- Creating new strategies and plans for companies that need improvement or development.
- Assisting the different institutions in the organizational restructuring process which strongly reflects on their performance.
- Assessing different entities with a high caliber staff in order to achieve their desirable goal.

Vision

- Following up the continuous economic, social and political changes that affect the market and the investment process.

- Providing the market with highly trained caliber with a variety of specializations and skills that assess in reaching the desired goals of clients.

- Extending our services through the different areas in Egypt as well as the Gulf countries in the near future

The company targets all types of capitals and works on providing their needs. For example:

1-New projects under construction

2-Projects facing problems

3-Projects seek more improvement

OUR CLIENTS

The company supports the clients continuously starting from ideas till profits. This includes:

(Project Ideas, Feasibility Study, Advertising & Propaganda, Marketing (Advertising Plan- Database Collecting- Digital Marketing).

MARKETING:

1-Market research

2-Comprehensive marketing plan

3-Solving marketing problems

4-Planning& implementing advertising and propaganda plans.

5-Establishing controlling systems of the marketing process inside/ outside the structures.

6-Framing distribution plans and opening new marketing channels.

7-Making controlling systems of the marketing plans and processes.

8-Establishing a strong database of customers for our clients to rely on in their marketing process.

9-Providing e- marketing & digital marketing.

10-Providing frequent training programs for our marketing agents.

Human Resources:

1-Creating the organizational and the employment structure.
2-Framing the functions of the different (departments- divisions- units) and their job descriptions.
3-Framing the bylaw of the company.
4-Creating the evaluation system of the staff.
5-Designing the needed samples of documents& records.
6-Setting the procedures and the regulations of the company in relevance with the labor law.
7-Evalutiing the training needs of the different entities.
8-Framing the employees' motivation systems and measuring their satisfaction.
9-Designing the work system and regulations handbook.
10-Developing training programs to enhance the employees' performance.
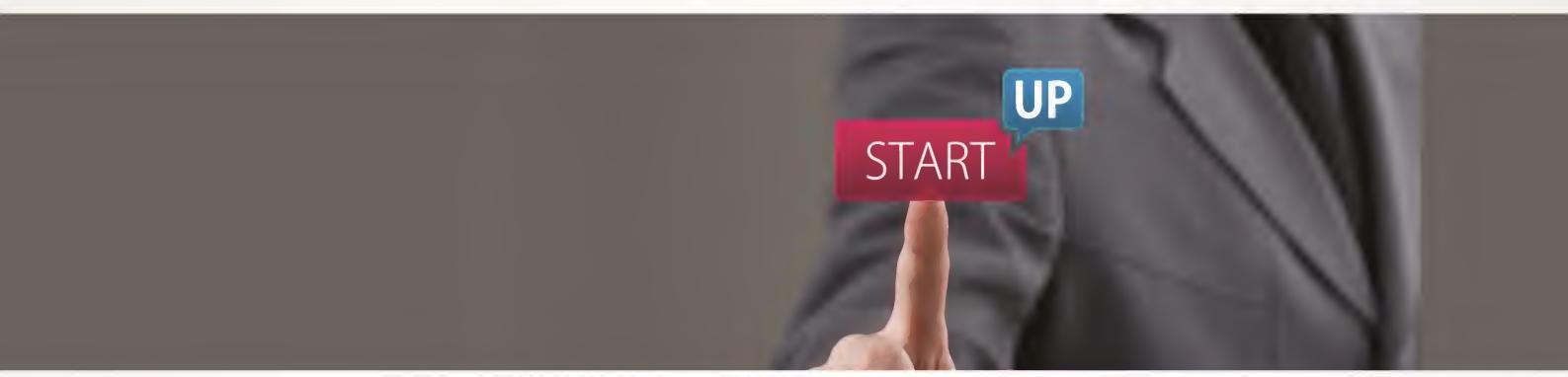11-Assessing the client in framing control regulations of the different departments.

Financial Management:

1-Framing work financial systems.
2-Preparing the balance sheet, the closing account of the company and evaluating
the financial` situation.
3-Framing the pricing systems.
4-Making the strategic and financial planning.
5-Providing recommendations in regard to the accounting and financial systems
in order to achieve accuracy and punctuality.
6- Analyzing, evaluating and restructuring of the financial systems.
7-In case of corporate merger, the company performs studies of the financial systems
and situations of each party.
8-Evaluating and creating the financial control systems.
9- Making studies of the funding process designed for deficiency payment.
10- Making studies of the expected financial risks and providing the related recommendations.

Information Systems:

1-Preparing, implementing and developing information systems policies.
2- Preparing and developing database to guarantee sustainable and well- organized flow of data and information.
3-Improving the work systems of IT and computers.
4-Improving data entry systems to achieve flexibility of procedures for all departments and divisions.
5-Designing and improving websites and e- marketing.
6-Developing training programs of employees that commensurate with their different job descriptions.
7-Framing and implementing the annual plan of information systems.

Administrative Planning and Improvement:

The Administrative Planning and Improvement will only be fruitful ,if the different divisions and departments work harmoniously and consistently which consequently will result in:

1-Strategic planning of the structure.
2-Framing and developing the general policies of entities in accordance with work requirements.
3-Strategic marketing planning.
4-Applying strategic thinking.
5-Enabling companies to obtain the certificates of quality
6-Management restructuring of the company.
7-Marketing and feasibility studies.
8-Studying corporate merger process of big economic entities.
9-Identifying the SWOT analysis of projects.
10-Preparing and training a qualified teamwork in accordance with the work requirements.
11-Making the essential plans for industrial entities which includes:
(purchase- storing- production- supplies- logistics).
12- Running projects upon the client's request and providing work needs and requirements.